
Media Pack 2020

HIGH LIFE

Editor's letter

Anything but boring. Anything but conventional. Anything but expected. BA *High Life* has spent more than 45 years redefining what an in-flight title can be: a lifestyle and travel magazine with a global perspective and a British accent. Distributed to every seat pocket on every British Airways' flight worldwide – as well as across the BA lounge network – each of our 12 issues over the year are packed with brilliant ideas, witty features and exceptional photography that will inspire travellers regardless of their final destination. Each month we not only cover the most exciting destinations and experiences in Britain and beyond, but we also highlight products, services and people that our 3.9 million readers will find fascinating.

Andy Morris

CMA Winner Best Always On Campaign 'BA 100'
Nominated for BSME Travel Editor of the Year 2019



Editorial pillars

High Life's tone is inquisitive, appreciative and open. We represent the most universal values of modern Britain. What unites our hugely diverse readership is an appreciation of quality and the knowledge that they are willing to invest in products and experiences around the world. *High Life* celebrates the joy and possibility of international travel, while also offering practical and useful tips on what to see and enjoy when you arrive. In effect it forms a monthly compilation of all that is new and notable across BA's network: including hotels, luxury goods, technology, experiences and much more. Best of all, each feature is illustrated with the kind of design flair more commonly found in fashion and art journals. Fresh from the success of our 100th anniversary edition in August – the most popular in the magazine's history* – *High Life* is looking forward to telling even more compelling stories from around the world.

Our pillars include

- Inspiration
- Adventure
- Luxury
- Possibility



Readership

3.9m

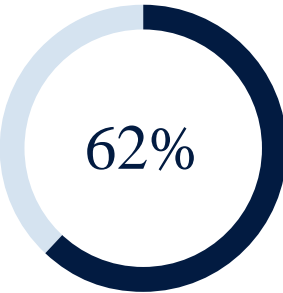
Potential global readership
per month

985,000

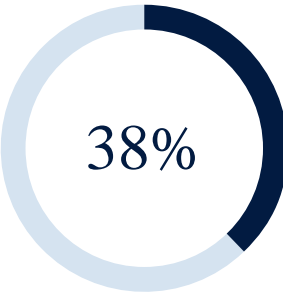
European readership
per month

42

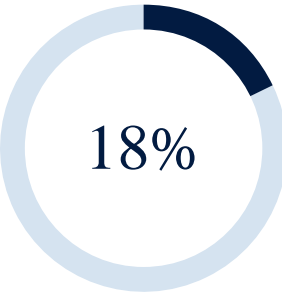
Average age



Male



Female



have talked about
a feature or article
within *High Life* with
someone else



Insights into the *High Life* reader

214%

more likely than the average affluent European to own a second home abroad.

£375,688

Average value of investments (excluding home/mortgage).

234%

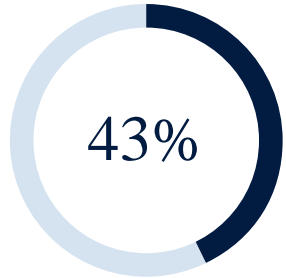
more likely than the average affluent European to be planning on spending €100,000+ on their next car in the next 12 months.

140%

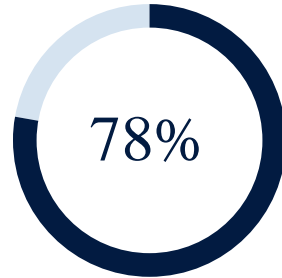
more likely than the average affluent European to have spent €900+ on an item of designer clothing in the last 12 months.



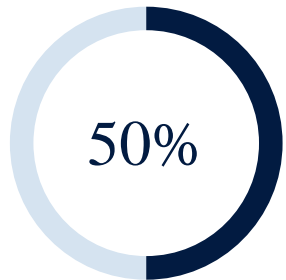
Insights into the *High Life* reader



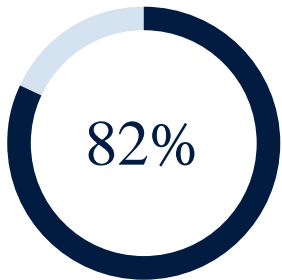
of readers have spent €2,000+ on a holiday in the last 12 months



of readers buy duty-free products at the airport



of readers are business decision-makers



of readers enjoy going to new travel destinations



Engagement

***High Life* magazine offers advertisers a unique environment to target a hard-to-reach audience.**

The *High Life* reader is in a relaxed frame of mind and as such is open to messaging. Advertisers can enhance their exposure to this audience with tailored solutions, such as:

High-impact placement

Using key premium positions to maximise brand impact.

Brand relevance

Key positioning within relevant content or editorial pillars offers maximum exposure and relevant association.

Brand immersion or one-on-one interaction

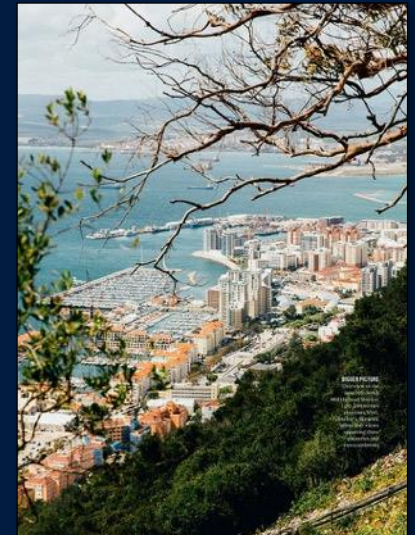
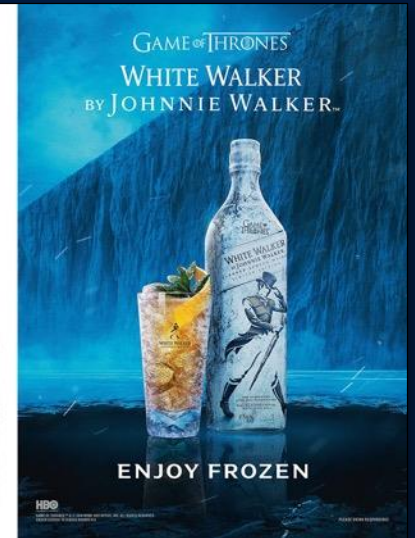
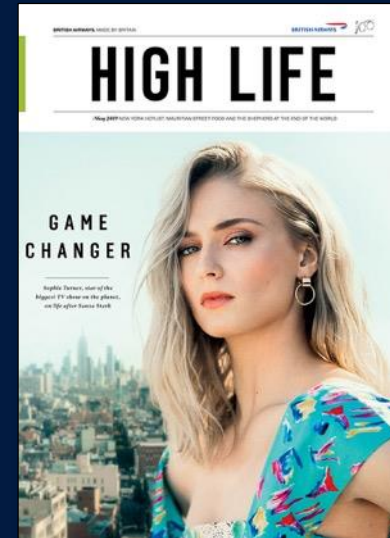
The undivided focus *High Life* readers give the magazine offers the opportunity to produce branded content that will immerse, educate and inform this captive reader.



Branded content

With unprecedented support from both the commercial and editorial team, we collaborate on special projects for branded content. These can include:

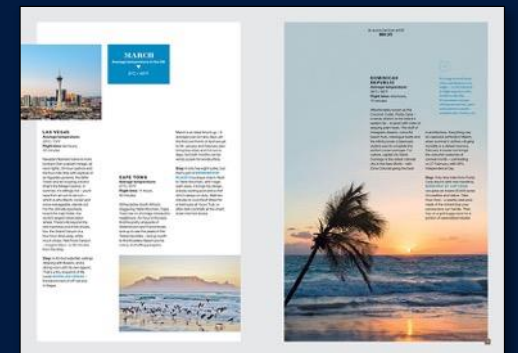
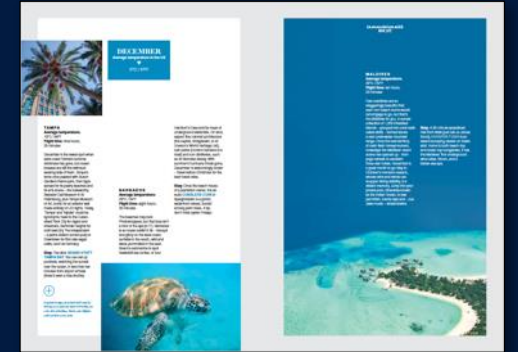
- Preferential ad placement against relevant editorial content
- Special destination focuses written to brief
- Branded content written to brief by the editorial team
- Content that can live on in different platforms beyond the magazine
- Branded content written on spec for advertorials
- Where appropriate, products can feature in *High Life* in our themed still-life pages, brand stories in the front section or even inclusion in our fashion shoots



Inserts

Case Study: Winter sun for London Gatwick

A bespoke promotion created for London Gatwick, produced on a distinctive paper stock and bound within the October 2018 issue of *High Life*, as well as existing as an independent print title. We used the expertise and contacts of *High Life*'s art director, picture editor, senior editorial team and freelance writer Gemma Askham, whose work regularly appears in *GQ*, *Elle*, *Harper's Bazaar* and *Marie Clare*. Working with the client, we managed to not only convey the scope and range of the destinations offered, but also offer an elegant, refined treatment, both of which fit seamlessly within *High Life*.



2020 Editorial calendar



January

Life-changing travel



February

Fashion, Marrakech



March

Los Angeles,
New America



April

Animals, eco-tourism



May

Hotels issue



June

New York



July

Japan, Olympics



August

Family travel



September

Style



October

Britain



November

Adventure



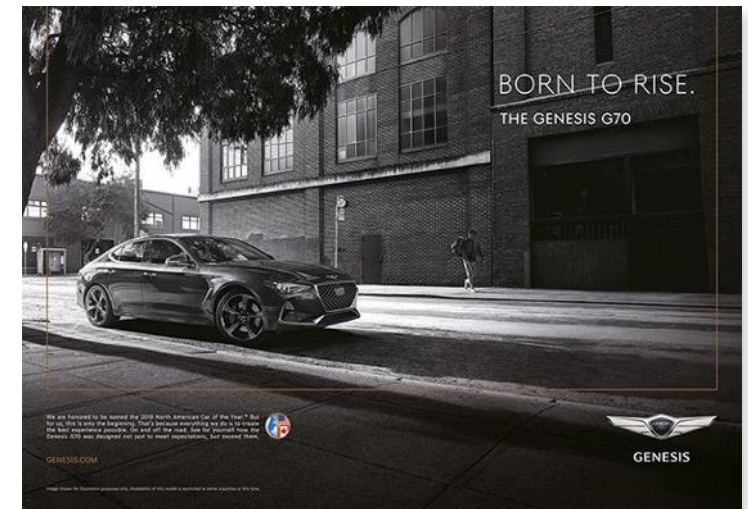
December

Where to travel in 2021




Our advertisers

From luxury travel and lifestyle, through to fashion, watches and technology, *High Life* attracts the world's finest brands – keen to reach an audience that is both highly affluent and highly engaged with our product.



Rate card

Page	Rate
Inside Front Cover DPS	£44,581
Inside Back Cover	£23,628
Outside Back Cover	£27,194
Double Page Spread	£37,449
Full Page	£18,426
Right-Hand Page	£20,268
Half Page	£10,006
Full Page Advertorial	£22,106
Bound Inserts	£150 per '000
Tip On	£150 per '000
DPS Map Strip	£6,653
Special Positions	plus 10%

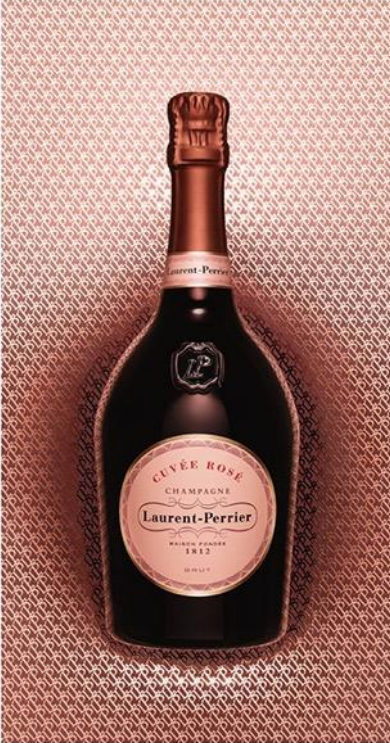


Illustrated by Quentin Blake

The Ritz London

Laurent-Perrier

Cuvée Rosé, chosen by the best.




CHAMPAGNE
Laurent-Perrier
MAISON FONDÉE
1812

MAISON FAMILIALE INDÉPENDANTE

@laurentperrierose www.cuveerose.com Photo credit: Eva Vajda / Shutterstock.com drinkaware.co.uk for the facts

ARRIVE HYDRATED™

Every journey begins with a jar.



CRÈME DE LA MER™
LA MER
moisturizing cream
crème régénération intense

LA MER
LaMer.com #ArriveHydrated

Copy deadline

Issue	Ad Deadline	Insert Deadline
January 2020	27 November 2019	3 December 2019
February 2020	24 December 2019	7 January 2020
March 2020	31 January 2020	6 February 2020
April 2020	3 March 2020	9 March 2020
May 2020	31 March 2020	3 April 2020
June 2020	28 April 2020	4 May 2020
July 2020	2 June 2020	8 June 2020
August 2020	1 July 2020	7 July 2020
September 2020	31 July 2020	6 August 2020
October 2020	1 September 2020	7 September 2020
November 2020	30 September 2020	6 October 2020
December 2020	3 November 2020	6 November 2020



Customer journey

The most effective advertising campaigns are those which use a combination of advertising formats throughout the passenger journey





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